

YouGov

# Black Friday or Bleak Friday?

Holiday shopping sentiment 2023

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# Black Friday shoppers going cold turkey?

Black Friday has traditionally represented the frenzied start of the holiday shopping season. But with the proliferation of online shopping and extended sale periods, the majority of Americans plan to skip Black Friday this year. Is the frenzy of doorbuster deals and midnight store openings a relic of a bygone era?

This report delves into the disparate attitudes of Black Friday shoppers and abandoners, highlighting an emergent cynicism for the retail experience and value offered. We also leverage YouGov Profile's data to forecast holiday gifting trends and the media consumption habits of those who do plan to participate in Black Friday.

Finally, the report provides a quick peek into the 10% of Americans planning to shop Black Friday Deals for the first time in 2023.



# Black Friday 2023 Outlook

# 52%



of Americans don't  
plan to shop for Black  
Friday this year

## Expected participation in Black Friday 2023

### Returners

I've shopped for Black Friday deals before and will do so again this year



### Newbies

I haven't shopped for Black Friday deals before, but will do so this year



### Abandoners

I've shopped for Black Friday deals before, but will skip this year



### Rejecters

I haven't shopped for Black Friday deals before, and will not do so this year



### Not applicable

I've never heard of Black Friday



# Black Friday 2023 Outlook

# 28%

of Black Friday returners  
spending less. Only **12%**  
say they'll spend more.

[Discover YouGov Surveys >](#)

YouGov Surveys, October 16-18  
Black Friday returners: "I've shopped for Black Friday deals  
before and will do so again this year" (N>375)

## Spend relative to previous years

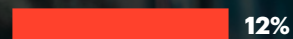
I'll spend less than before



I'll spend roughly the same amount



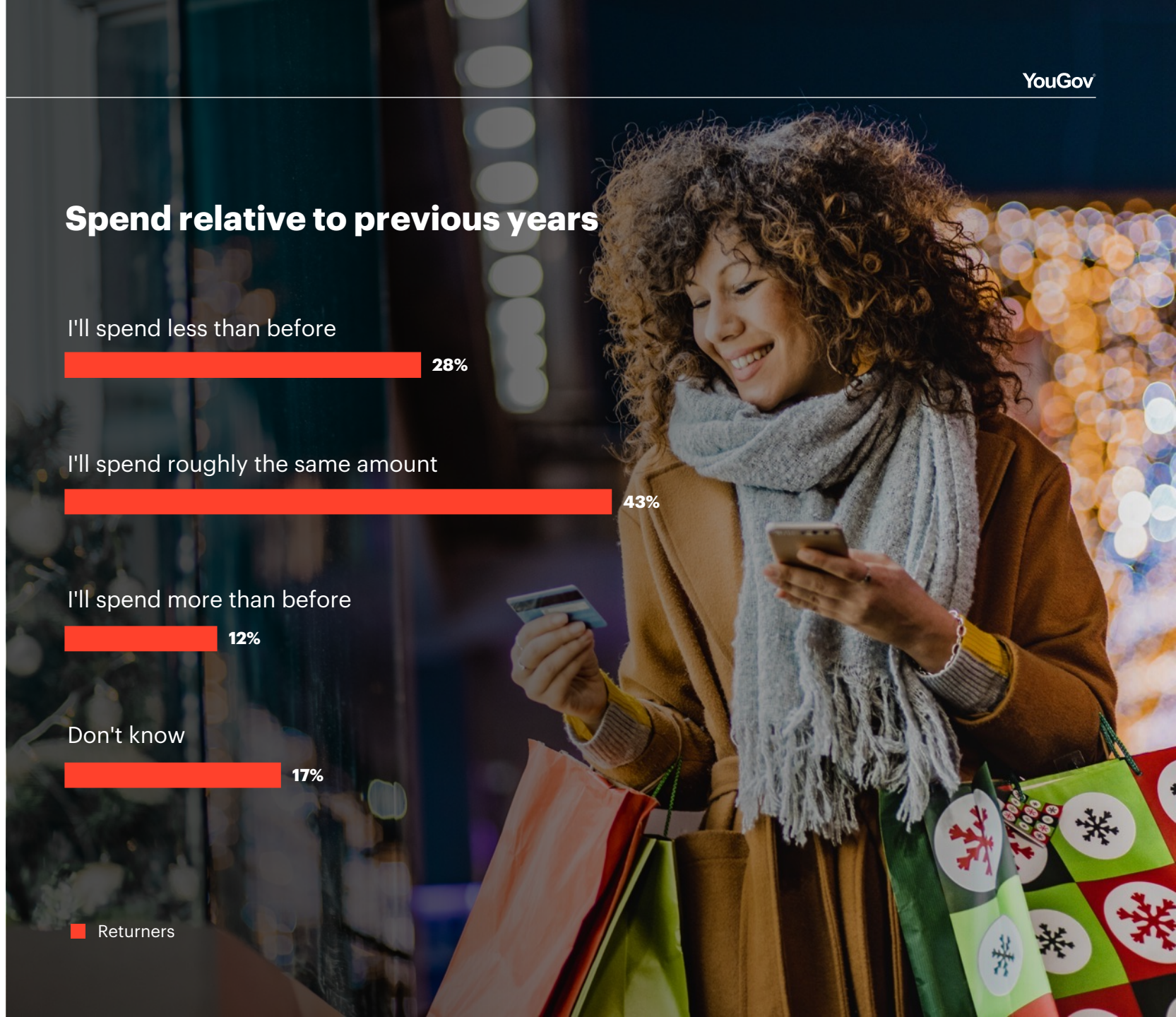
I'll spend more than before



Don't know



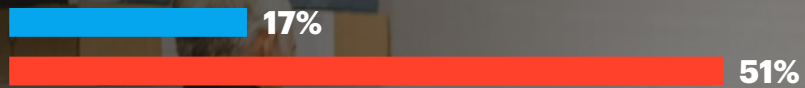
Returners



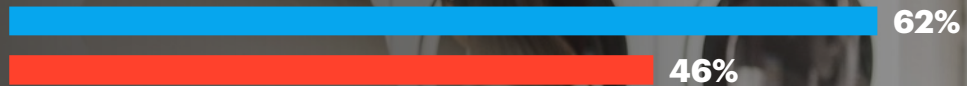
# Deal or no deal?

## Confidence in Black Friday discounts

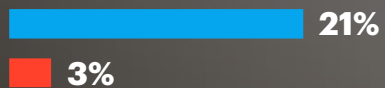
I think I can find genuine discounts during Black Friday



Black Friday offers genuine discounts, but sometimes there are better deals at other times of the year



I don't think that Black Friday offers genuine discounts



■ Abandoners

■ Returners

YouGov Surveys, October 16-18

- Black Friday returners: "I've shopped for Black Friday deals before and will do so again this year" (N>375)
- Black Friday abandoners: "I've shopped for Black Friday deals before, but will skip this year" (N>275)

# 74%

of US Black Friday shoppers identified at least one negative Black Friday shopping experience.

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YouGov Surveys, October 16-18

- Black Friday returners: "I've shopped for Black Friday deals before and will do so again this year" (N>375)
- Black Friday abandoners: "I've shopped for Black Friday deals before, but will skip this year" (N>275)

## Which, if any, of the following have you experienced before during Black Friday?

I visited a store in-person that was overcrowded and uncomfortable



The item I wanted was out of stock/unavailable in the right size or style



Stores were so full that I was unable to make my purchase  
(website crashed or physical store was impossible to enter)



There were hidden conditions to claim a promotion or discount



A store advertised a promotion or discount, but didn't honor it when I tried to buy the item



■ Abandoners ■ Returners

[Run a survey >](#)

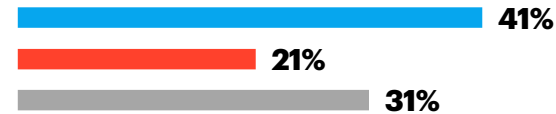
# Who's back

Younger Americans continuing to shop Black Friday deals



## Generation

Baby Boomers & Silent Generation



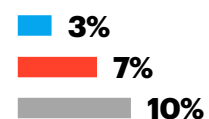
Gen X



Millennial



Gen Z



■ Black Friday abandoners  
 ■ Black Friday returners  
 ■ Gen pop

## Gender

Gen Pop



Abandoners



Returners



YouGov Surveys, October 16-18 + YouGov Profiles (October 2023)

- Black Friday returners: "I've shopped for Black Friday deals before and will do so again this year" (N>375)
- Black Friday abandoners: "I've shopped for Black Friday deals before, but will skip this year" (N>275)

# Black Friday returners like luxury

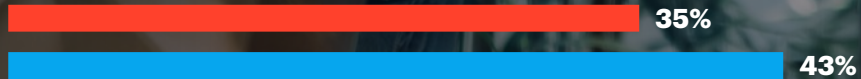
Higher income: higher than 200% of the median



Middle income: between 75% and 200% of the median



Lower income: less than 75% of the median

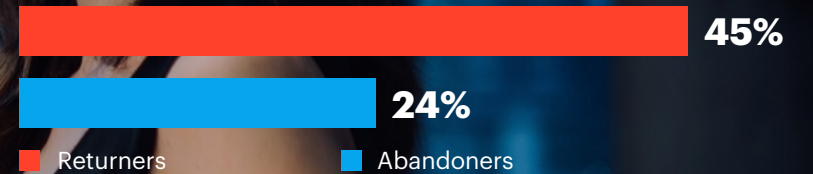


Prefer not to say/Don't know



Returners Abandoners

“I am willing to pay more for luxury brands”



Get demo >

Run a survey >

YouGov Surveys, October 16-18 + YouGov Profiles (October 2023).

- Black Friday returners: “I’ve shopped for Black Friday deals before and will do so again this year” (N>350)
- Black Friday abandoners: “I’ve shopped for Black Friday deals before, but will skip this year” (N>250)



# Black Friday shoppers give more gifts

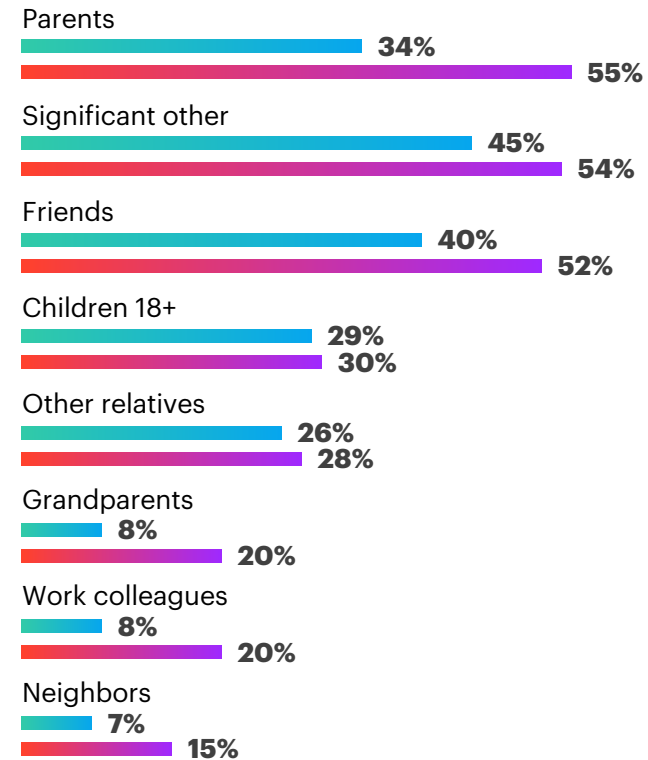
[Survey parents >](#)

[Download toy shoppers report >](#)

YouGov Surveys, October 16-18 + YouGov Profiles (October 2023)

- Black Friday shoppers: "I've shopped for Black Friday deals before and will do so again this year" + "I haven't shopped for Black Friday deals before, but will do so this year" (N>200)
- Black Friday skippers: "I've shopped for Black Friday deals before, but will skip this year" + "I haven't shopped for Black Friday deals before, and will not do so this year" (N>350)

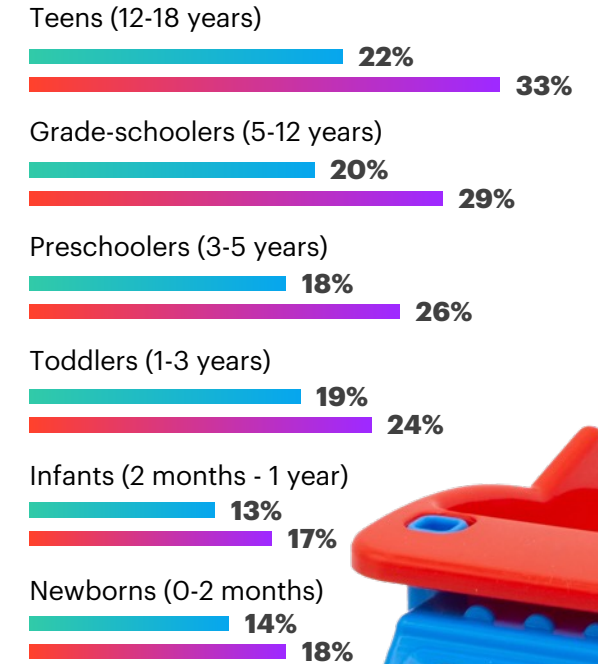
## Who they buy gifts for - Adults



■ Skippers  
(Rejectors + Abandoners)

■ Shoppers  
(Newbies + Returners)

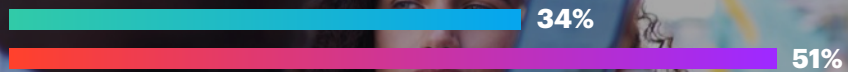
## Who they buy gifts for - Children



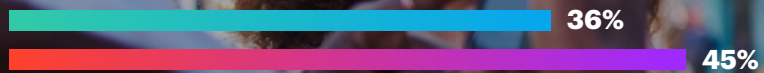
# What kind of gifts are they buying?

## Clothing and fashion tops the shopping list

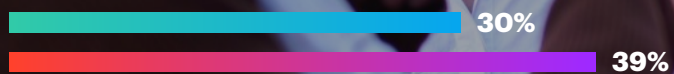
### Clothing & fashion



### Food & drinks



### Gift cards



### Toys & games



### Personalized items



Skippers  
(Rejectors + Abandoners)

Shoppers  
(Newbies + Returners)

# How much will they spend?

Despite discounts, Black Friday shoppers may still spend big

YouGov Surveys, October 16-18 + YouGov Profiles (October 2023)

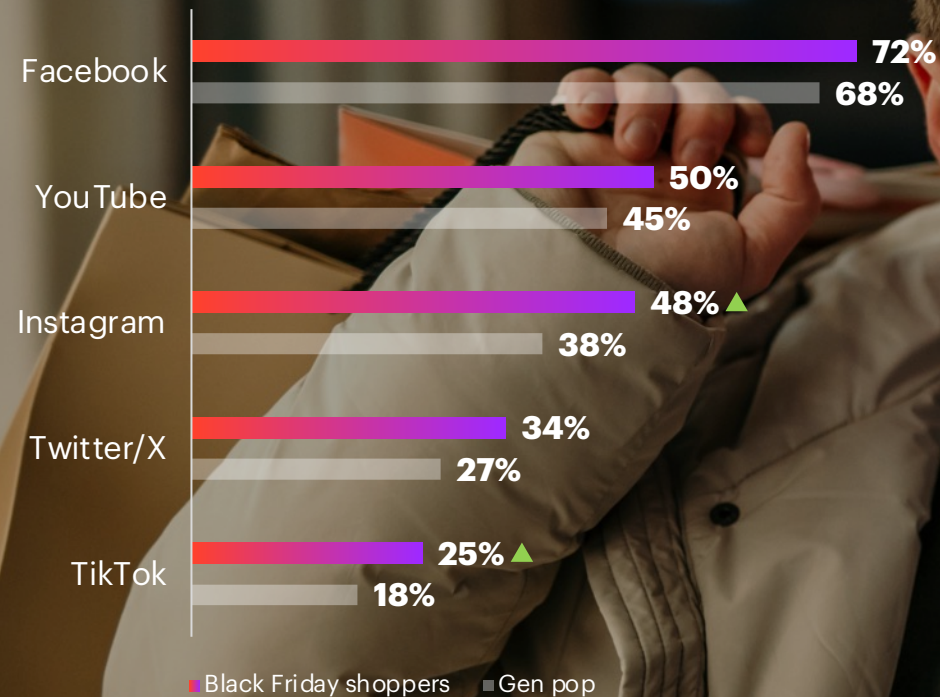
- Black Friday shoppers: "I've shopped for Black Friday deals before and will do so again this year" + "I haven't shopped for Black Friday deals before, but will do so this year" (N>200)
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## Amount spent on a gift

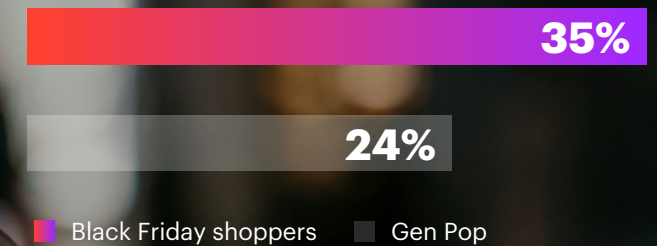


# Black Friday shoppers are heavy social users

## Social media used monthly



## Daily Instagram users



[Explore more data >](#)

[Run a survey >](#)

YouGov Surveys, October 16-18 + YouGov Profiles (October 2023)

- Black Friday shoppers: "I've shopped for Black Friday deals before and will do so again this year" + "I haven't shopped for Black Friday deals before, but will do so this year" (N>400)

# Black Friday shoppers listen to podcasts and watch cartoons

# 24%

Watched the Macy's Thanksgiving Day Parade in 2022 (vs. 21% gen pop)

YouGov Surveys, October 16-18 + YouGov Profiles (October 2023)

- Black Friday shoppers: "I've shopped for Black Friday deals before and will do so again this year" + "I haven't shopped for Black Friday deals before, but will do so this year" (N>400)
- \*TV Networks watched regularly Sorted by Z-score difference between groups, not by total viewership

## Weekly hours listening to podcasts

Not applicable - I do not listen to podcasts



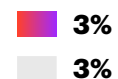
Up to 5 hours per week



6+ hours per week



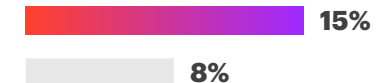
Don't know



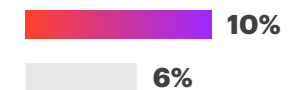
Black Friday shoppers Gen pop

## TV Networks watched regularly\*

Cartoon Network



Nickelodeon



CNN



ESPN



Black Friday shoppers Gen pop

# Black Friday newbies:

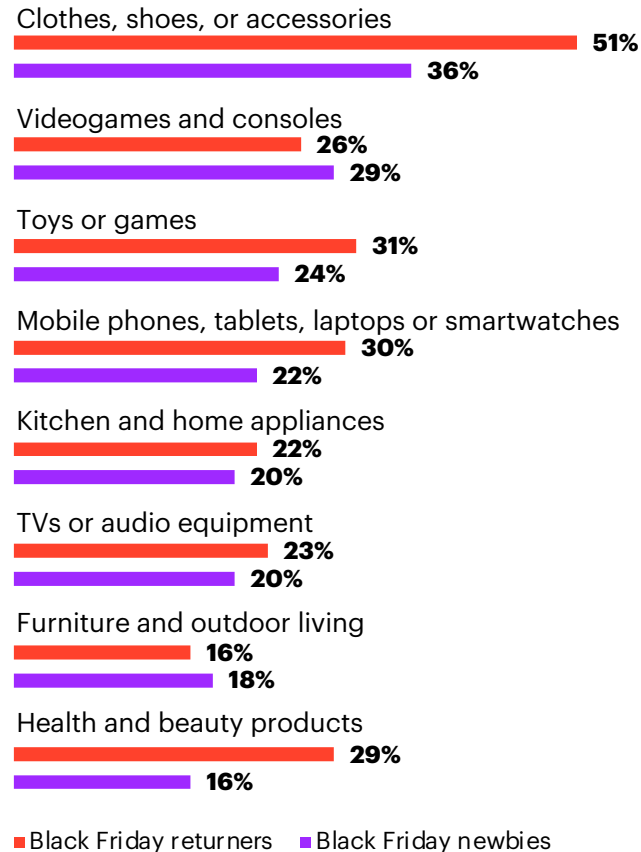
Video games driving Black Friday interest among young men

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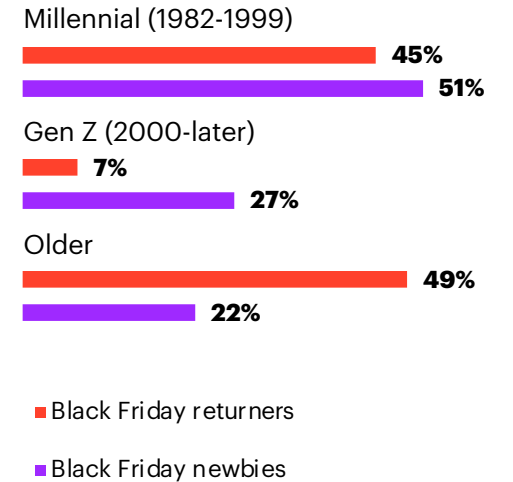
YouGov Surveys, October 16-18

- Black Friday newbies: "I haven't shopped for Black Friday deals before, but will do so this year" (N>100)
- Black Friday returners: "I've shopped for Black Friday deals before and will do so again this year" (N>375)

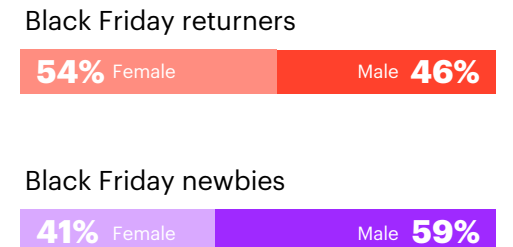
## Planned purchases this Black Friday



## Generation



## Gender



# Want to learn more?

Utilizing YouGov's connected data, this report was built from YouGov Surveys questions linked to YouGov Profiles.

## YouGov Surveys Self-serve:

- Build yourself with YouGov's survey platform
- Representative and targeted samples
- Can't contain political or sensitive questions
- Can't be published or quoted in the media
- Available in GB & US

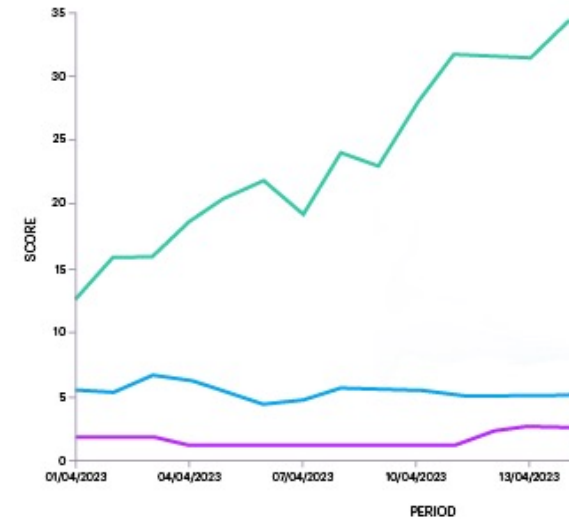
## With YouGov Surveys Serviced:

- Work with YouGov researchers on sample and survey design
- Representative and targeted samples
- Best for surveys that are long, complex, or containing political or sensitive questions
- Can be published or quoted in the media
- Available globally

[Request Black Friday data >](#)

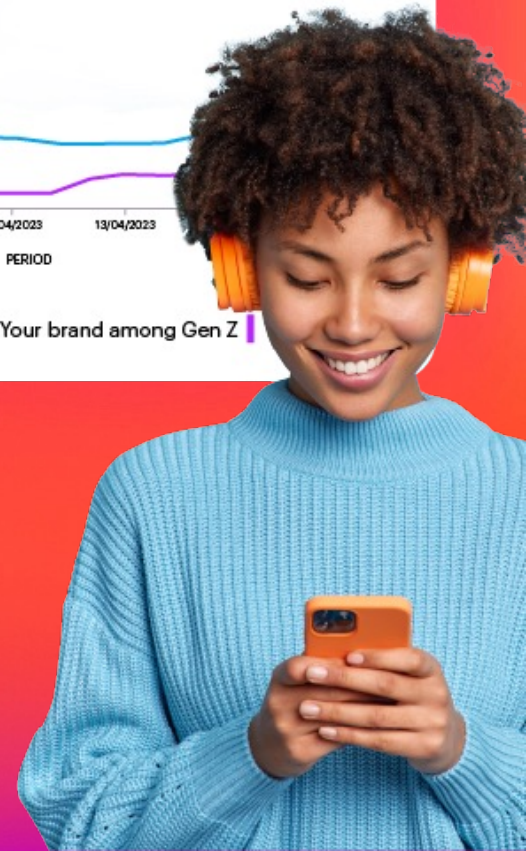
[Run a different survey >](#)

## Advertising awareness



Metrics ▾

Advertising Awareness



# Thank you

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